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Variety

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Wednesday, March 13, 1974 Variety

Ohio State Honors 55

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THE OHIO STATE AWARDS

THE OHIO STATE UNIVERSITY 421-2540
2400 Olentangy River Road • Columbus, Ohio 43210 • (614) 422-6641 • TWX 810-482-1773

T-232 "You and the Commercial"

An award winner. (See citation in Awards Booklet).

A very interesting and captivating production. One judge found this program highly competent--particularly creative in juxtaposition of visuals and sound. Another judge had these comments:

"Helping consumer to understand TV advertising is obviously of great importance. The topic is very important; the emphasis is upon the organization and mechanics. Helpful and faces important issues. Should be commended for coverage of subject usually not handled in a commercial medium. That this was carried by CBS is a miracle."

CBS NEWS
524 WEST
57 STREET
NEW YORK,
N.Y. 10019

March 11, 1974

CBS REPORTS: "YOU AND THE COMMERCIAL" WINS OHIO STATE AWARD

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THE OHIO STATE AWARDS

THE OHIO STATE UNIVERSITY 421-2540
2400 Olentangy River Road • Columbus, Ohio 43210 • (614) 422-6844 • TWX 810-482-1773

February 11, 1974

Ms. Marcia Stein
Manager, Information Services
CBS News
524 West 57th St.
New York, New York 10019

Dear Ms. Stein:

We are happy to notify you that your entry, CBS Reports: "You and the Commercial," has won an Ohio State Award in the 1974 competition. Official release and presentation of the Awards will be made at a reception (11:30 a.m.) and luncheon (12:30 p.m.) to be held on March 8, 1974, here in Columbus, Ohio, at the Fawcett Center for Tomorrow, 2400 Olentangy River Road. You and one of your associates are cordially invited to be our guests. We hope that you will plan to attend.

If you or your representative are unable to personally accept the Award, the certificate will be mailed to you following the meeting.

Please note that the information contained in this letter must be held in STRICT CONFIDENCE until March 8, 1974, at 12:30 p.m. (EDT). To aid in any planned publicity, however, we are enclosing a copy of the citation. Black and white still photographs of the Awards ceremony will be available immediately following the luncheon. If you plan to provide your own photographic or film publicity equipment, please exercise this option AFTER the luncheon (approx. 2:30 p.m.).

Overnight accomodations are available in the Fawcett Center for Tomorrow. An advance reservation card is enclosed for your convenience.

On behalf of the judging panels and the staff of the Institute, may I extend our most sincere congratulations!

Sincerely,

Richard B. Hull
Director

RBH/jm
Enclosures (2)

EQUAL MERIT AWARD

THE OHIO STATE AWARDS

COORDINATOR'S AWARD REPORT

Please fill out a separate sheet for each entry receiving an award.

PROGRAM TITLE "You and the Commercial" ENTRY NUMBER T-232

Check one in each column:

TYPE:	AUSPICES:	PURPOSE:	AUDIENCE:
___ Radio	_x_ Network	___ Formal Instruction	_x_ Adults & General
_x_ Television	___ Metropolitan	_x_ Other	___ Children & Youth
	___ Local Station		

Program Category (circle one): 1 2 (3) 4 EQUAL MERIT AWARD

The citation should represent the collective comments of the judges in a form which can be used in announcing the award to the press and in making the award presentation. PLEASE CONSULT LAST YEAR'S BOOK OF CITATIONS FOR EXAMPLES OF CITATION STYLE, LENGTH AND CONTENT.

C I T A T I O N

CBS News is cited for its courageous examination of truth and deception in advertising practices as comprehensively revealed in "CBS REPORTS: You and the Commercial." CBS is commended for its boldness in undertaking this forthright probe into the lifeblood of commercial television.

(Please confine your remarks to this space)

DATE 2/11/74

(Coordinator)

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